

Incidents Happen

Remediate Quickly and Keep Brand Reputation Intact

American Airlines and American Eagle offer an average of nearly 6,700 flights per day to nearly 350 destinations in more than 50 countries. It goes without saying that quick and seamless remediation of IT outages, failures and breaches can significantly impact customer experience, brand reputation and financials.

So when a technological failure stranded thousands of passengers on a rival airline in May of 2017, American Airlines leaders examined their own technology stack to be sure the same thing didn't happen to them.

When American Airlines analyzed the technology stack they were using to identify, resolve and manage IT incidents, they considered multiple alert and incident management tools. A top priority was connecting to Cherwell—the hub of their IT service management infrastructure. They also needed an automated solution that orchestrated resolution with accounting for different audiences based on the classification of the incident. In addition to notifying incident management staff to remediate the incident quickly, the airline also wanted to notify stakeholders, directors, VPs and other leadership members due to the implications tied to brand and revenue.

To accomplish these things, the solution has several additional requirements:

- Integrations with other tools in the incident management toolchain, including Slack and Moogsoft
- The ability to share incident information with other tools and teams
- Automated, repeatable processes to replace manual notifications and engage people more quickly reducing MTTR
- On-call notifications automatically enriched with information from the Cherwell incident ticket

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American Airlines

About

American Airlines offers customers 6,800 daily flights to more than 365 destinations in 61 countries from its hubs in Charlotte, Chicago, Dallas-Fort Worth, Los Angeles, Miami, New York, Philadelphia, Phoenix and Washington, D.C. With a shared purpose of caring for people on life's journey, American's 130,000 global team members serve more than 200 million customers annually.

Integration

Cherwell + xMatters

Outcomes

Integration with other tools in the incident management toolchain, including Cherwell, xMatters, Slack and Moogsoft

The ability to share incident information with other tools and teams

Automated, repeatable processes that replaced manual notifications and engaged people more quickly, reducing MTTR



"As we build our tech stack at American Airlines, the ease of integrations with Cherwell and other solutions in the stack, such as Moogsoft, our correlation tool, is an important decision consideration," said Tara Burrowes, Senior Manager, ITSM and eGRC Development, American Airlines. "Cherwell is the hub of our IT service desk and with their REST API and low-code workflows, it usually makes integration with other tools easy."

The solution American Airlines chose for incident and alert management was xMatters. Knowing the integration with Cherwell intimately and the business needs of American Airlines, xMatters worked closely with the American Airlines IT team to design a solution that was a perfect fit.

IT event management by xMatters provides enriched notifications to consolidate information across multiple tools so users can access the latest information with ease. Intelligent targeting connects the right team members based on the incident for quicker resolution. Prioritization with xMatters and Cherwell automates the perfect response by understanding the level of severity and impact.

"Through xMatters' bi-directional integration with Cherwell, we are able to automate many steps that were previously manual including updating incident tickets within Cherwell Service Management, aggregating incident details into one central location, and then create Slack channels for each major incident," Luis Medina, Manager, Situational Awareness Engineering, American Airlines.

American Airlines implemented the integration two years ago and has seen an improvement in productivity of staff, a reduction in mean time to acknowledge IT-related situations and an improvement in overall enterprise situational communication.

To learn more about how xMatters and Cherwell can help your business resolve incidents quickly with automated, low-code workflows and even prevent them before they impact the business, visit <https://www.cherwell.com/marketplace/xmatters/>.

About xMatters Integration for Cherwell

Consuming critical metadata from within a Cherwell incident record, xMatters leverages on-call scheduling, escalation rules, and device preferences to find and notify the appropriate responders quickly and efficiently. From there, the notification recipient can choose responses or escalate the incident. xMatters keeps records of all notifications and responses in the CSM platform, allowing you to consolidate reporting to improve your incident management processes, be proactive to your business stakeholders, and ultimately prevent the same issues from reoccurring in the future. Integration benefits include:

- Reduce Mean Time to Restore service by up to 70%
- Centralize on-call schedules and escalations
- Improve resource efficiency
- Align technical and business teams
- Drive accountability within your organization
- Engage teams quickly on critical escalations
- Measure key KPIs for continuous improvement
- Empower business stakeholders to subscribe to relevant and required notifications



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About Cherwell

Cherwell empowers organizations to transform their business through the rapid adoption and easy management of digital services. Cherwell's adaptable platform has enabled thousands of organizations to modernize their business operations with customizable service management, automation, and reporting across the enterprise.

About xMatters

xMatters is a digital service availability platform that helps enterprises prevent, manage, and resolve IT incidents. From the Global 2000 to small workgroups and innovative DevOps teams, organizations around the world rely on xMatters to maintain operational visibility and control in highly complex IT environments. By providing toolchain integrations with hundreds of IT management, security, and DevOps applications, xMatters allows organizations to automate key processes and streamline workflows.